AMENDMENTS TO THE SPECIFICATION

In the specification:

Please amend the specification on page 2, paragraph 0005 as provided herewith:

[0005]   The value added services are sponsored in exchange for the user accepting a condition to receive advertisement from the sponsor on its products and/or services. The advertisement itself may have the look and feel of the web interfaces by which the user gains access to internet services and/or tools related to those value-added services sponsored by the company. For example, the advertisement may be in the form of banners, e-mail, calendar or other message types; surveys or questionnaires, or any other type of communication means ~~menas~~ accessible to the user via the internet.

Please amend the specification on pages 3 and 4, paragraph 0010 as provided herewith:

[0010]   Fig. 1 is an exemplary flow diagram illustrating the method in accordance with the present invention. Referring to Figure 1, a user is provided ~~providing~~ with access to an ISP server on the internet (step S1). This can be done using well-known interfaces (dial-up, ISDN, cable modem, etc.). Once a user has access to the web site of the ISP, he/she is provided with a menu screen of internet applications available on the server (Step S2). Additionally, the user is provided with a menu of services that are free of charge (Step S3) along with a menu listing of those companies or businesses that are the sponsors (Step S4) of the aforementioned free services in exchange for an agreement to use their applications, products, services, etc.

Please amend the specification on page 5, paragraph 0013, as provided herewith:

[0013]   Once the user has been assigned to one of the plurality of groups of attributes and privileges, the application selected by the user takes on the look and feel, also known as the "skin", of the selected sponsor of the service, free of charge. A skin includes an element of a graphical user

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interface that can be changed to alter the look of the interface without affecting its functionality. Skins can give an interface an entirely different look than what it originally came with. Skins are used to change the look and feel of a web browser, altering the appearance and/or location of buttons, providing background images or borders that did not originally come with the browser, changing the colors and/or other graphic elements, or even changing the shape of the browser window. In other words, every time the user enters the selected application, the skin of the sponsor is displayed on the user's screen or display. The skin of the sponsor may include the logo, icon(s), trademark, combination of colors, etc. associated with the sponsor: of course said group of attributes does not interfere with the performance of the application. Simultaneously with the assignment of the particular group of attributes and privileges, the user is provided with access to the selected service free of charge.

In the abstract:
Please amend the abstract on page 8, all lines as provided herewith:

A method for advertising the products and services of companies via the internet by having the companies sponsor services free of charge to users of the internet. The user may access the web page of a service provider, where said access is provided free of charge by a sponsor, use is and sponsors. Once the user has chosen the desired combination of application/free service/sponsor, the application selected by the user takes on the look and feel of the selected sponsor. In exchange for using the sponsor's service free of charge, the user also accepts to receive advertisement(s) from the sponsor while using the internet sponsored applications by means of banners, surveys, etc.

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